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U.S. DEPARTMENT OF AGRICULTURE

FOOD INFORMATION CALENDAR

OFFICE OF INFORMATION
UNITED STATES DEPARTMENT OF AGRICULTURE

APRIL 10, 1943. No. 1

GUIDES TO GOALS

Last week we announced TELEGRAPHIC SERVICE TO THE GOALS FRONT as a guide to the farm offensive. These crop communiques will go to each state every other week, advising them of goals progress and pointing out where and how information and administrative workers can get acreage to reach or exceed goals for critical target crops.

Arrangements are now complete for RECONNAISANCE REPORTS from the field. Like the military, we cannot direct an offensive without intelligence reports. AAA regional directors, at request of Fred S. Wallace, AAA Chief, have directed each state to make wire reports to Washington on the sign-up on April 10, April 20, May 1 and May 10.

THESE REPORTS WILL SHOW WHERE WE ARE WEAK. THEY WILL TELL INFORMATION WORKERS WHERE CAMPAIGNS SHOULD BE LOCALIZED AND INTENSIFIED. THEY ALSO WILL BE USED BY ADMINISTRATIVE PEOPLE TO DETERMINE EFFECTIVENESS OF NEW PROGRAMS FOR INCREASING ACREAGE OF NEEDED CROPS. THE RECONNAISANCE REPORTS WILL BE THE BASIS FOR CROP COMMUNIQUES TO STATES.

Remember: Narrow your salient! Intensify and localize the information offensive to areas where acreage can be obtained. This may be one county or two. It may be a large area in the state or a small one. BUT -- put down the shotgun -- pick up the rifle -- AIM FOR THE BULLSEYE!

Background for Six Target Crops: Background statements for the target crops are now on the way to the field in WB Info Series. Here are numbers to watch for: sugar beets, Info Series 197; dry edible beans, Info Series 198; dry peas, Info Series 199; peanuts, Info Series 200; sweetpotatoes, Info Series 201; Irish potatoes, Info Series 202.

Higher Support Prices to Boost Production: Speaking of goals and how to meet them, a very real help will come from increased support prices for dry beans, dry peas, peanuts, soybeans and flaxseed announced in USDA Press Release 2063-43.

At the same time, payments for Irish potatoes and truck crops also were announced for production from 90 percent to 110 percent of farm goals. Prices at new levels will be supported through commodity loan and purchases programs.

Background statements for goals targets crops (see above) include this new price support material. Price prospects have a lot to do with determining planting intentions, so let 'em know.

GREEN LIGHT TO CROP CORPS

Chester Davis, new War Food Administrator, has given his approval to the USDA-OWI campaign to promote recruitment of farm labor and okayed "U.S. Crop Corps" as the general overall name for campaign purposes.

WBs in areas where shortage of dairy hands is affecting milk production are direct in WB Memo 287 Labor 18 to obtain from local Selective Service boards names of draft registrants with dairy or general farm experience now in 4-F or over 38 years old who aren't now engaged in essential activities and send letters to them requesting they take jobs on dairy farms.

Senate adopted a bill appropriating $40 million for the farm labor program to be administered by Davis. Measure now goes to conference to iron out differences between House and Senate versions.

First contingent of Bahaman workers were to arrive in Miami during the past week-end. Recruitment of Jamaican workers for jobs in West, Midwest and East begins this week. Nearly 1,300 Mexican workers are arriving weekly in California, Arizona. Arrival rate will increase until 35,000 to 50,000 workers are on hand for harvests in Western states.

FSA BORROWERS AIM FOR NEW RECORDS

FSA's borrowers are set to outdo themselves. After setting phenomenal production records in 1942, these family-size farmers are preparing to top their last year's production by further increases ranging from 20 to 72 percent.

This group was 7.6 percent of the nation's farmers last year. Yet they accounted for 36 percent of the national increase in milk, 27 percent of the dry bean increase, 10 percent of increases in eggs, chickens, peanuts.

Their 1943 plans calls for 20 percent more milk than last year, 41 percent more eggs, 60 percent more chickens, 62 percent more pork, 36 percent more beef, 38 percent more dry beans, 62 percent more soybeans, 52 percent more flax, 72 percent more peanuts.

See USDA Press Release 2406-43 for this production patriotism story. State, county figures should retell it in stirring local terms.

'Unfreezing' Relief, School Lunch Foods: Food distribution officials are working on a plan for disposal of food bought several years ago and left over on termination of direct distribution through state welfare groups to school lunch programs and relief clients. In general, the plan calls for advertising commodities labelled "not for sale" on an "as is, where is" basis. Commodities now rationed will require ration coupons. Commercially-branded food will be offered to original sellers. Specific details will be included in later announcements.

'A Time to Reap': Copies of "A Time to Reap," radio script the late Stephen Vincent Benet wrote for USDA as a tribute to farmers, are still available for use by schools, colleges and non-commercial radio programs. The script has been edited to fit the 1943 production situation. Copies -- in limited numbers -- may be ordered from regional SCS offices.

RADIO 'SPECIAL EDITION'

A radio adaptation of the newspaper special edition technique sent half a dozen major aspects of the farmer's war job over the air from station WBAL, Baltimore, on April 10.

WBAL provided six half-hour periods during the day for special broadcasts dealing with "Farmers at War." Featured were a Farm Folks Forum on production problems; 4-H program; Rural Free Delivery, a dramatic sketch featuring the "Dear Adolf" letter from a farmer and soldier's letter home; an adaptation of FDA's Food Is a Weapon transcription; a program on black market control; Stephen Vincent Benet's A Time to Reap; a program on farm labor.

The day's farm features were plugged by the station through heavy newspaper publicity. Arrangements were made by the Office of Information's regional representative with USDA agencies cooperating in preparation. The entire observance was presented as a public service with no commercial tie-ins.

For radio, it's clearly idea of the month.

Dates With a Loudspeaker: USDA's Consumer Time broadcast for Saturday, April 17 (NBC, 12:15 p.m., EWT), will tell consumers how cents-per-pound retail price ceilings for beef, veal, lamb and mutton help hold down living costs, protect against black markets and help win the food front war.....Roy F. Hendrickson, food distribution director, will be guest on Washington Reports on Rationing, Sunday, April 18, (NBC, 1 p.m. EWT).....Farm and Home features for the week are: Lend to Uncle Sam and Keep the Vegetables Coming Along, Monday, April 12; Repair Electric Cords and Plugs, Fitting Horses for Spring Work, Tuesday, April 13; Farm Labor Report, Wednesday, April 14; Victory Cockerels, Thursday, April 15; Secretary Wickard, Friday, April 16.

CANNING VICTORY GARDEN PRODUCE

Planting and fertilizing mid-season crops hold the floor on Victory Garden materials just now. Insect control will get the spotlight in a couple of weeks. But already two important developments attract attention on canning home produced food:

1) -- OPA has announced sugar for canning will be allotted on almost the same basis as last year with no point deductions. OPA Administrator Prentiss Brown strongly urged home food preservation, indicated OPA would do all it could to help.

2) -- USDA announced in Press Release 2056-43 use of steam pressure canners is only method it can recommend for canning non-acid foods like beans, peas, corn, spinach, other greens, asparagus, meats. Boiling water-bath method is OK for acid products as fruits, tomatoes, rhubarb, pickled beets. Because soil conditions vary by regions, however, some state colleges will approve methods other than steam pressure canners for use in their states. USDA's recommendations, however, must be acceptable in all states. Hence the statement.

Fieldwomen Do Double Duty: In some Nebraska counties, farmer fieldwomen helped community committeemen hold sign-up days. By keeping eyes peeled for good stories, they were able to furnish their state office with a large number of first-rate feature yarns.

NEW INFORMATION SERIES

A new Food Information series, tying in with the general distribution control system detailed in last week's Calendar, will soon originate in the USDA Office of Information.

Bearing a standardized "Food Information" heading to flag for information use, the series will feature info aids of general interest. Each piece will also bear a serial number for easy reference.

First item in the new series is this issue of the Food Information Calendar. Soon to come will be a useful collection of quotes and facts relating to the role of food in winning the war, writing the peace.

The Food Information series will not supplant any established agency system for supplying info aids. Its purpose will be to supplement such systems with aids of broad interest.

Youth Accent on Work: Young people's camps will put unprecedented accent on work this summer, judging from plans of youth organizations. Building on successful experiments in organizing farm work camps in labor shortage areas last year, YWCA, Girl Scouts, Camp Fire Girls and the boys' groups plan to continue such programs on a national scale this year. Girl Scouts alone say they can muster 50,000 girls for farm work if suitable camp facilities are available.

'HOLD THAT LINE'

Teeth are in the making for the President's executive order of April 8 which aims to halt the inflation spiral by prohibiting price increases affecting the general cost of living and reducing prices already too high or unfair.

OPA Administrator Brown told the Patman Small Business Committee that price control regulations are being prepared for wheat, cotton, fresh fish, apples and other fresh fruits as they come into season, certain oil bearing seeds, milk for manufacturing, and certain other products not now under control.

No ceilings, he said, will be ordered for farm commodities that have not yet reached parity.

OPA has also exempted from price control sales by farmers to country shippers and to domestic consumers of the seven fresh vegetables on which prices recently were frozen in cases where farmer's sale of all foods in a month does not exceed $75. If the farmer performs the function of country shipper, he remains under price control.

STOP-PRESS FLASH -- WATCH FOR COMING OWI FOOD REPORT RADIO BROADCAST AND ACCOMPANYING FANFARE. RELEASE MAY BREAK BEFORE NEXT CALENDAR BUT TIMING AND DETAILS STILL INDEFINITE.